Registered No. M. 1175.

The Mysore Gazette

PUBLISHED BY AUTHORITY

Vol. 82] BANGALORE, THURSDAY, JUNE 12, 1947 [No. 24

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PART I

IMPORTANT GOVERNMENT ORDERS

REVENUE SECRETARIAT

Accords sanction to a scheme for the Propaganda and Publicity under the Rural Drive Scheme—Post-war Plans.

READ—

Government Order No. 1564—V. P. 23-42-7, dated 22nd October 1942, issuing orders regarding the Rural Drive Scheme in the selected hoblis in the State.

2. Government Order No. L. 982-5—V. P. 29-45-1, dated the 10th October 1945, according sanction to the purchase of a Propaganda Van at a cost of Rs. 29,000 together with the recurring expenditure connected therewith for the Rural Development Department.

3. Letter No. E. C. 1895—46, dated the 18th April 1946, from the Commissioner for Economic Development and Planning, forwarding a scheme prepared by the Revenue Commissioner in Mysore for undertaking Publicity and Propaganda for Rural Uplift in the State.

ORDER NO. L. 16573-97—V. P. 29-45-23, DATED BANGALORE, THE 31ST MAY 1947.

With a view to increasing the effect and utility of the work that is being done under the Rural Drive Scheme, the Central Advisory Committee for Rural Development have been urging for the establishment of a suitable organization for efficient propaganda and field publicity service. The Revenue Commissioner in Mysore has accordingly prepared under 'the Post-war Plans' a scheme for organising a publicity and propaganda section under the Rural Development Department. The object of the scheme is to undertake in the rural parts of the State intensive propaganda for educating the villagers to avail themselves of the several facilities that have been created by the Government for their benefit and also to stir them up to improve their standard of living. With this end in view, it is proposed to have a field publicity service with properly equipped propaganda vans to carry information to the home of the raiyts in regard to the activities of the several development departments of Government concerning rural welfare. Besides, pamphlets, placards, posters, models in clay and wood, and cinema films will be prepared and displayed in jatras, fairs and rural exhibitions. The publication of the departmental journal called 'Gramabhyudaya Mysore' will also continue under the guidance of Editorial Board to be newly constituted in this behalf. In order to carry out the scheme, it is proposed to have Publicity Officer at the head office with the necessary staff to work under him, both at headquarters and in the field.

The scheme has been recommended for adoption by the Commissioner for Economic Development and Planning, the Policy Committee for Education and the Committee for Finance and Co-ordination. Government consider that there is a great need for publicity and propaganda at present in regard to the measures undertaken for Rural Welfare and are accordingly pleased to sanction the scheme in its entirety.

Sanction is accorded to the purchase of eight vans at a capital cost of Rs. 2·28 lakhs for the supply of one van to each district and also to the expenditure of Rs. 8,772 per annum for the maintenance of each van. The films required for propaganda purposes will also be purchased and the additional staff employed as detailed in the appended statement.

Previous sanction of Government should be obtained for the employment of the Publicity Staff at the Head Office. The technical staff of an Engineer and a Service Assistant may be appointed as and when the need thereof arises, after the vans become available for use.

The total cost of the scheme is at present estimated at Rs. 5,55,440 (exclusive of the expenditure on the additional staff). The expenditure during the current year will be met

out of the lumpsum provision made in the State Budget under the 'Post-war Development Schemes.'

The Special Officer for Rural Development is requested to take necessary further action to give effect to the scheme as sanctioned by the Government.

The Heads of the Development Departments and the Deputy Commissioners of Districts are requested to extend their co-operation to the successful working of the scheme.

H. N. PALLEGAR, *Rev., Secy.*

ANNEXURE.

		Rs.
I.	Initial cost for 8 vans at Rs. 28,500 per van ...	2,28,000
II.	Recurring charges connected with each van Rs. 8,772 per van, Rs. 8,772 × 8. p.a.	70,176
III.	Expenditure connected with the production, preparation and purchase of films, p.a.	35,000
IV.	Subscription to Bombay films. p a.	3,000
V.	Expenditure connected with the employment of Publicity Officer and his staff, p.a.	16,000

A. DETAILS OF THE STAFF.

Publicity Staff

		Per annum. Rs.
1.	Publicity Officer on Rs. 250—40/2—450	4,440
2.	Assistant Publicity Officer on Rs. 150—25/2—250 ...	2,544
3.	Six Clerks on an average cost of Rs. 75 per mensem ...	5,400
4.	One Artist on Rs. 200 per mensem	2,400
5.	One Draughtsman on Rs. 50 per mensem ...	600
6.	Four peons on Rs. 12 each	576
	Total ...	15,960 or 16,000

B. DETAILS CONNECTED WITH EACH VAN.

		Rs.
1.	Driver on Rs. 50 per mensum	600
2.	Electrical Assistant on Rs. 35 per mensem ...	420
3.	Operator on Rs. 50 per mensem	600
4.	Cleaner on Rs. 25	300
5.	Crude oil on Rs. 75 per mensem	900
6.	Low intensity carbon for projector	240
7.	Allowance for replacement of tyres and tubes, etc. ...	360
8.	Pay of propaganda Lecturer on Rs. 50 per mensem ...	600
9.	F. T. A. of the Propaganda Lecturer	240
10.	Petrol charges Rs. 200 per mensem	2,400
11.	Repairs, etc.	600
12.	Harmonist on Rs. 30+15 per mensem	540
13.	Drummer do per mensem	540
14.	Two peons	432

Printed by the Superintendent at the Government Press, Bangalore.